

Sample Benefits for Underwriters

Corporation or businesses that provide major funding to underwrite an event can be recognized with all or some of the following:

1. Print

- Corporate logo on all event ticket envelopes
- Corporate logo recognition as supporter on all print advertisements
- Corporate logo recognition as supporter on direct mail pieces and poster (distributed throughout the community)
- Recognition as supporter in all regional and national press releases for the program or event
- Corporate logo recognition in program

2. Radio

- Company mentioned as supporter in all radio advertisements for program or activity

3. Signage

- Color corporate logo recognition as supporter on prominent signage displayed at the activity or event

4. Television

- Corporate logo recognition as supporter on all television promotions and commercials

5. Other

- Recognition as Season Supporter on organizational Web Site with hyperlink to corporate Web Site
- Projected corporate logo during intermission on front wall of theater (Marquee-style)
- Free tickets to the program or event
- Listing as supporter in invitations for special events linked to the program or activity

Note: If seeking multiple levels of support, arrange benefits accordingly. Television is typically the best value, followed by radio and then print.

From Ballet Austin Tool-kit